

ORDER

Orders
Order / Rev: 6400102
Alt Order #: 06400102
Product Desc: NRA
Estimate: 3526
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: American Media Advocacy Group
Buying Contact: Ben Angle
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/NRA
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/03/12	3	\$6,000.00	\$5,100.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	3	\$6,000.00	\$5,100.00	0.00
Totals	3	\$6,000.00	\$5,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	5%	\$6,000.00
Market	100%	\$120,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	8%	\$9,600.00
WITI	19%	\$22,800.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	68%	\$81,600.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/03/12	11/03/12	SEC Prime Game	SPRT	7p-10p	-----3-	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
SEC Prime Game 7p-10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----3-				3			\$2,000.00		0.00			
Totals														3	\$6,000.00